

December 30, 2021

Ryan M. Cook
601.499.8087 (direct)
Ryan.Cook@wilsonelser.com

Via electronic-mail: DOJ-CPB@doj.nh.gov; AttorneyGeneral@doj.nh.gov

Attorney General John M. Formella

Consumer Protection Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03302

Re: Our Client : Four B Corp.
Matter : Data Security Incident on September 26, 2021
Wilson Elser File # : 16516.01654

Dear Attorney General Formella:

We represent Four B Corp. dba Balls Food Stores (“Four B”), located in Kansas City, Kansas, with respect to a potential data security incident described in more detail below. Four B takes the security and privacy of the information in its control seriously, and has taken steps to prevent a similar incident from occurring in the future.

This letter will serve to inform you of the nature of the security breach, what information has been compromised, and the steps that Four B is taking to restore the integrity of the system. We have also enclosed hereto a sample of the notification made to the potentially impact individuals, which includes an offer of free credit monitoring

1. Nature of the Security Incident

On or around September 26, 2021, Four B was the target of a cybersecurity incident. An unauthorized third party attempted to infiltrate Four B’s computer systems. This incident may have resulted in the exposure of personal information that is located on Four B’s systems, including names, home addresses, social security numbers, and dates of birth.

Four B, however, is not aware of any evidence that information has been misused. Four B has not received any reports of related identity theft since the date of the incident (September 26, 2021 to present).

2. Number of New Hampshire Residents Affected

A total of twenty-nine (29) residents of New Hampshire were potentially affected by this security incident. Notification letters to these individuals were mailed on December 30, 2021, by first class mail. A sample copy of the notification letter is included with this letter.

3. Steps Taken

Upon learning of this incident, Four B moved quickly to institute a response plan, which included conducting an investigation with the assistance of third-party forensic specialists and engaging in steps to confirm the security of any relevant systems. Four B has reported this incident to law enforcement. Four B has reviewed, altered and enhanced its policies and procedures relating to the security of its systems and servers, as well as its information life cycle management.

4. Contact Information

Four B is committed to the protection and security of its sensitive information. If you have any questions or need additional information, please do not hesitate to contact me at Ryan.Cook@WilsonElser.com or (601) 499-8087.

Very truly yours,

Wilson Elser Moskowitz Edelman & Dicker LLP



Ryan M. Cook, Esq.

Enclosure: *Sample Notification Letter*

balls food stores

Return to IDX
P.O. Box 1907
Suwanee, GA 30024

Via First-Class Mail

<<FirstName <<LastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

To Enroll, Please Call:
1-833-820-0983

Or Visit: <https://app.idx.us/account-creation/protect>

Enrollment Code: <<Enrollment>>

December 30, 2021

Notice of Data Breach

Dear <<FirstName>> <<LastName>>,

We are writing in order to inform you of an incident that may have exposed some of your personal information. We take the privacy of your personal information seriously and want to provide you with information and resources you can use to protect your information. This letter contains information about the incident and information about how to protect your personal information going forward.

What Happened and What Information was Involved:

On September 26, 2021, Four B Corp. (“Balls Foods”) detected and stopped a network security incident. An unauthorized third-party infiltrated our network and encrypted some of our data. We immediately shut off all access to the network and engaged specialized third-party forensic and technical resources to respond to the incident. Balls Foods has secured and remediated its network and the data that we maintain.

Once our environment was secure, we immediately initiated a comprehensive investigation into the cause and extent of the unauthorized activity. Although we have found no evidence that your information has been specifically misused as a result of the compromise, an investigation of the incident revealed that your following information may have been exposed to the unauthorized party during the compromise: name, mailing address, date of birth, and social security number.

As of this writing, Balls Foods has not received any reports of related identity theft since the date of the incident.

What We Are Doing:

Upon detecting this incident, we moved quickly to initiate our incident response, which included fully securing and remediating our network and the data that we maintain. We conducted an investigation with the assistance of third-party forensic specialists, and have reported this matter to law enforcement. We have reviewed and altered our tools, policies, and procedures relating to the security of our systems and servers, as well as our information life cycle management.

We have also secured free credit monitoring services for all affected individuals, as set forth in full below.

What You Can Do:

We value the safety of your personal information, and are offering complimentary credit monitoring and identity theft protection services through IDX. IDX’s services include: [12/24] months of credit and CyberScan monitoring and fully managed ID theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

We encourage you to remain vigilant against incidents of identity theft and fraud by enrolling in this free identify theft protection and credit monitoring. Contact IDX with any questions and to enroll in these services by calling 1-833-820-0983 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. IDX is available Monday through Friday 8am to 8pm Central Time. Please note the deadline to enroll is March 30, 2022.

Again, at this time, there is no evidence that your information has been taken or misused. However, we encourage you to take full advantage of this service offering. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

Enclosed you will find additional information regarding the resources available to you, and the steps that you can take to further protect your personal information.

For More Information:

We recognize you may have questions not addressed in this letter. If you have additional questions, please call IDX at the number provided above.

Balls Foods values the privacy and importance of your personal data, and we apologize for any inconvenience or concern that this incident has caused.

Sincerely,

A handwritten signature in black ink that reads "Michael J. Beal, VP/CFO". The signature is written in a cursive style.

Michael J. Beal, VP/CFO
Four B Corp.

(Enclosure)

Additional Information

Credit Reports: You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit www.annualcreditreport.com, or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-349-9960 https://www.equifax.com/personal/credit-report-services/credit-freeze/	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742 www.experian.com/freeze/center.html	TransUnion Security Freeze P.O. Box 160 Woodlyn, PA 19094 1-800-909-8872 www.transunion.com/credit-freeze
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Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone and online with:

- Equifax (https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf);
- TransUnion (<https://www.transunion.com/fraud-alerts>); or
- Experian (<https://www.experian.com/fraud/center.html>).

A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are listed above.

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

File Police Report: You have the right to file or obtain a police report if you experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide proof that you have been a victim. A police report is often required to dispute fraudulent items. You can generally report suspected incidents of identity theft to local law enforcement or to the Attorney General.

FTC and Attorneys General: You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338), TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further

information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.

For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, and www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6400, and www.ncdoj.gov.

For New York residents, the Attorney General may be contacted at Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, and <https://ag.ny.gov/>.

For Rhode Island residents, the Rhode Island Attorney General can be reached at 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident.